

CURRICULUM VITAE

DE BARNIER Virginie

Date of birth : March 1963

Status

Professor

(Professeur des Universités; Full Tenured Professor)

Dean of the Aix-Marseille Graduate School of Management - IAE

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EDUCATION

- 2007 : *AGREGATION DE L'ENSEIGNEMENT SUPERIEUR EN SCIENCES DE GESTION* (Equivalent to TENURE)
7thNational rank and first in Marketing
- 2006 : *HDR (HABILITATION A DIRIGER DES RECHERCHES)*
University of Grenoble II – Université Pierre Mendès, France
- 1999 : *DOCTORATE IN MANAGEMENT* (PhD)
University of Montpellier II, France
Thesis Subject: The effects of emotions on attitude toward the ad and the memorization of ads.
- 1999 : *MASTER OF PSYCHOLOGY*
University of Nice-Sophia Antipolis, France
- 1997 : *BACHELOR OF PSYCHOLOGY*
University of Paris VIII, France
- 1993 : *MASTER IN MARKETING*
University of Nice-Sophia Antipolis, France
- 1987 : *M.B.A – MASTER OF BUSINESS AND ADMINISTRATION* (Specialisation: Marketing)
University of Wisconsin – Eau Claire, WI, USA
- 1985 : *BACHELOR & MASTER IN MANAGEMENT*
KEDGE Business School- Marseille – France

Foreign languages (mentioned with an X)

Language	Read	Spoken	Written
English	X	X	X
German	X	X	X

ACADEMIC ACTIVITIES

Courses given currently at Aix Marseille Graduate School of Management - IAE

- Advertising Management (Msc Marketing & Brand Management, Msc Communication)
- Advertising Creativity (Msc Marketing & Brand Management, Msc Communication)
- Research in Marketing and Communication (Msc Research, PhD seminars)
- Research in Consumer Behavior (Msc Research, PhD seminars)

International teaching & research missions

- 2012 – today International University of Monaco, Monaco. Luxury Consumer Behavior (MBA)
- 2009 North Carolina State University, Raleigh, NC, USA. Marketing for Innovation (MBA, MGIM)
- 2003 – 2010 Ecole Supérieure des Affaires, Beyrouth, Lebanon. Advanced Statistics (MBA)
- 2007 University of Kaslik, Jounieh, Lebanon. Marketing Research (PhD seminar)
- 2000 - 2005 Cracow University of economics, Krakow, Poland. Marketing (Master level)
- 1998 Notre Dame University, South Bend, IN, USA. Marketing (Master level)

- Corporate related academic missions
Continuing education for Pegase Association

SCIENTIFIC ACTIVITIES & OTHER

- Member of Scientific Committees
Association Française du Marketing (permanent member of the Board of Directors)
Conseil National des Universités (CNU)
HCERES Expert
IAE France (permanent member of the Board of Directors)
- Editorial Board of academic journals
Management et Avenir (CNRS 4)
Revue Française du Marketing (CNRS 4)
- Ad-Hoc reviewer of academic journals
Journal of Business Research (rank A, CNRS 2)
Recherches et Application Marketing (CNRS 2)
Décision Marketing (CNRS 3)
- Member of Aix Marseille University Committees
Full member: University Board, Academic Council, Alumni committee
Invited member: Education and Student Life Committee, Research Committee
- Peer Review member for EFMD EQUIS accreditation
- Conference organization
- De Barnier Virginie, Balmer John & Pecot Fabien, 2016, 6th International Symposium on Corporate Heritage, Aix-Marseille Graduate School of Management- IAE, Aix-en-Provence, France, April.
- Merunka Dwight & De Barnier Virginie, 2009-2013 La Londe International Marketing Conference, (<http://iae-aix.univ-amu.fr/en/lalonde-marketing-conference>).
- PHD Director of 12 doctoral students, 7 of them have defended their thesis
- Jury member of 16 PhD (Doctorates)
- Jury member of 4 HDR (Habilitation à Diriger des Recherches – Tenure track)

CURSUS

- Since 2008: Full Tenured Professor
Aix-Marseille Graduate School of Management - IAE, Aix Marseille University, France
2013 - today: Dean of the Aix-Marseille Graduate School of Management - IAE
2008 - 2013: Marketing & Brand Management MSc director; Marketing master program director
- 2007 – 2008: Research Fellow
SKEMA Business School, Sophia Antipolis, France
- 1992 - 2007: Assistant professor then full professor of Marketing
EDHEC Business School, Nice, Lille, France
Msc in Marketing Program Director, Department chair of Marketing, Dean for pedagogical matters
- 1988 – 1992: HAVAS COMMUNICATION, Account Executive and Account Director, France

RESEARCH AND PUBLICATIONS

Articles in refereed journals

- Kessous A., Valette-Florence P. & De Barnier V. (2017), (rank A, CNRS 21). Luxury watch possession and dispossession from father to son: A poisoned gift? *Journal of Business Research*, Paper accepted, forthcoming.
- Pecot F. & De Barnier V. (2017), (CNRS 2). Patrimoine de marque: le passé au service du management de la marque, *Recherche et Applications en Marketing*, paper accepted, forthcoming.
- Salgado S. & De Barnier V. (2016), (CNRS 2). Favoriser et récompenser la créativité du consommateur dans le processus de développement du nouveau produit : comment motiver ces consommateurs qui participent à des concours de créativité? *Recherche et Applications en Marketing*, 31, 2, 1-25.
- A. Kessous, De Barnier V. & Valette-Florence P. (2015), (CNRS 3). A la recherche du temps perdu : la transmission d'objets de luxe de père en fils, entre cadeau et fardeau, *Décisions Marketing*, 80 Octobre-Décembre, 17-34.
- Pecot F. & De Barnier V. (2015), (CNRS 4). Stratégies de marques de ville basées sur le patrimoine de marque : le rôle des symboles, *Management et Avenir*, 78, June, 143-159.
- Lagier J., De Barnier V. & Ayadi K. (2015), (CNRS 4). J'aime mon musée : la perception esthétique des enfants et leur rapport à l'art, *Management et Avenir*, 78, June, 41-57.
- Lemaitre N. & De Barnier V. (2014), (CNRS 3). Quand le consommateur devient commerçant : motivations et perspectives, *Décisions Marketing*, 78, April-June, 11-28.
- Bourcier-Béquaert B. & De Barnier V. (2014), (CNRS 3). Les effets de l'âge du mannequin sur les consommateurs seniors et sur la marque présente dans la publicité: le rôle de la similarité ? *Décisions Marketing*, 76, October-December, 77-92.
- Warlop L., Schrum L.J., Merunka D. & De Barnier V. (2014), (rank A, CNRS 2). Utterly arch and Advertising: Introducing the JBR Special Issue from the 2013 La Londe Conference, *Journal of Business Research*, 67, 7, 1519–1521.
- Valette-Florence R. & De Barnier V. (2013), (rank A, CNRS 2). Toward a micro conception of brand personality: an application for print media brands in a French context, *Journal of Business Research*, 66, 7, 897-903.
- De Barnier V. & Lagier J. (2012), (CNRS 3). La résistance à l'art contemporain : Des attitudes et représentations des publics aux implications marketing, *Décisions Marketing*, 68, octobre-décembre, 47- 57.
- De Barnier V., Falcy S. & Valette-Florence P. (2012), (rank B, CNRS 4). Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands, *Journal of Brand Management*, 19, 7, 623-636.
- De Barnier V. & Lagier J. (2012), (CNRS 3). L'art et l'artisanat d'art en quête de réassurance : enjeux des labels et des ateliers ?, *Décisions Marketing*, 65, january-march, 9-19.
- Bourcier-Béquaert B. & De Barnier V. (2010), (CNRS 2). Pour un cadre élargi du concept de génération en marketing, *Recherche et Applications en Marketing*, 25, 3, 115-135.
- Valette-Florence R., Becheur I., De Barnier V. & Valette-Florence P. (2010), (rank B). Consumers' Attachment and Commitment to Brands and Media Titles: The role of Emotions, *Advances in Consumer Research (ACR) North America*, 38, 7-10.
- De Barnier V., Janiszewski C., Merunka D. & Van Osselaer S. (2009), (rank A, CNRS 2). Marketing Communications and Consumer Behavior: Introduction to the Special Issue of the 2009 La Londe Conference, *Journal of Business Research*, 64, 1, 1-2.

- Valette-Florence R. & De Barnier V. (2009), (CNRS 4). Les lecteurs sont-ils capables d'anthropomorphiser leur magazine ? Une réponse par la méthode de triangulation, *Management et Avenir*, 27, 7, 54-72.
- De Barnier V. (2006), (CNRS 2). Le modèle ELM : bilan et perspectives, *Recherche et Applications en Marketing*, 21, 2, 61-82.
- De Barnier V. & Valette-Florence P. (2006), (rank B). Provocative Sexually Appealing Advertisements: the Influence of Embarrassment on Attitude towards the Ad, *Advances in Consumer Research (ACR)*, CD ROM.
- De Barnier V., Maille V., Gallopel K. & Valette-Florence P. (2005), (rank B). A Cross-cultural Study of the Persuasive Effects of Sexual and Fear Appealing Messages: A Comparison Between France, Denmark, Thailand and Mexico, *Advances in Consumer Research (ACR)*, Vol. 6., 140-150.
- Ambroise L., Ferrandi J.M., Merunka D., Valette-Florence P. & De Barnier V. (2005), (rank B). How well does Brand Personality Predict Brand Choice? A Measurement Scale and Analysis using Binary Regression Models, *Advances in Consumer Research (ACR)*, Vol. 6, 30-38.
- Ferrandi J.M., Merunka D., Valette-Florence P. & De Barnier V., (2002), (rank B). Brand Personality: How Well does a Human Personality Scale Apply to Brands? *Advances in Consumer Research (ACR)*, Vol. 5, 53-60.
- De Barnier V. (2002), (CNRS rank 2). Le rôle des émotions sur l'attitude envers la marque (Ab): Pour une médiation totale de l'attitude envers le message (Aad), *Recherche et Applications en Marketing*, 17, 3, 81- 100.

Total articles published in refereed journals

International rank	Number of ranked publications	French CNRS rank	Number of French CNRS publications
A	4	2	9
B	5	3	5
C		4	4

Books

- De Barnier V. & Joannis H. (2016). Marketing et Création Publicitaire, Paris: Dunod, (ISBN: 9782100746033).
- De Barnier V. & Joannis H. (2010). De la Stratégie Marketing à la Création Publicitaire, Paris: Dunod, (ISBN : 2100530755).
- De Barnier V. (2012). Emouvoir, Séduire, Convaincre, l'influence des émotions dans la publicité, Saarbrücken: Editions Universitaires Européennes, (ISBN : 9783841797698).

Chapters in books

- Pecot F. & De Barnier V. (2017). Corporate heritage or corporate inheritance: a French perspective, in Balmer, JM. (Ed) *Foundations of Corporate Heritage*, London: Routledge, 2017, (ISBN: 9781138833555)
- De Barnier V. (2016). J'aime l'entreprise! L'engagement de Pierre-Louis Dubois à l'aune du paradigme de changement d'attitude, In des Garets V. and Fournier C. *Génération marketing et sciences de gestion*. Paris : Economica, 2016, (ISBN : 9782717868883)
- De Barnier V. (2015). Postface, In Schweitzer S. and Floury L. *Droit et Economie : Un essai d'histoire analytique*, Aix-en-Provence : Presses Universitaires d'Aix-Marseille (ISBN : 9782731409802).
- De Barnier V. (2015). La fonction de l'entrepreneur, In Naudet J.Y. *L'éthique de l'entrepreneur*, Aix-en-Provence : Presses Universitaires d'Aix-Marseille, (ISBN: 9782731409802).
- De Barnier V. (2014). Counterfeiting: The challenges for governments, companies and consumers, In Gill M. *The Handbook of Security*, London: Palgrave Handbook, (ISBN: 9781137323279).
- De Barnier V. & Valette-Florence P. (2013). Culture and luxury: an analysis of luxury perceptions across frontiers, In Wiedmann K.P. & Hennigs N. *Handbook of Luxury Marketing*, Wiesbaden: Springer Gabler, (ISBN: 3834943991)
- Bourcer-Bequaert B. & De Barnier V. (2012). Le sens donné par les personnes âgées à leurs consommations, In Guiot D. & Urien B., *Le consommateur âgé, opportunités pour la société et pour l'individu*, Louvain-la-Neuve : De Boeck supérieur, (ISBN: 2804166929)
- De Barnier V., Valette-Florence R. & Ambroise L. (2010). L'influence du statut du consommateur sur sa perception de la personnalité de la marque, sa confiance et son engagement, In *Relation à la marque et marques de la relation*, Marché et Organisation, 12, L'Harmattan, (ISBN : 2296121799)
- Guizani H., Valette-Florence R. & De Barnier V. (2010). La perception des clients vs celle des employés dans l'évaluation du capital marque de la banque : l'influence des traits de personnalité et des émotions ressenties, In *Relation à la marque et marques de la relation*, Marché et Organisation, 12, L'Harmattan, (ISBN : 2296121799)
- De Barnier V. (2002). L'éthique au service du Mix-Marketing, In Boyer A., *L'impossible Ethique des entreprises*, Editions d'Organisation, (ISBN : 2708127993)
- De Barnier V. (1995). Le Marketing International, In Dubois P.L. & Jolibert A., *Le Marketing, questions, exercices et cas*, Editions Economica, (ISBN : 9782717828733)

Refereed proceedings conference papers

- Bottin A., & De Barnier V. (2016). La haine envers la marque : une approche exploratoire. *Journée Normandes de Recherche sur la Consommation*, Caen, France, 24-25 November.
- Pecot F. & De Barnier V. (2016). Strategic management of brand heritage: Two positioning perspectives. *Academy of Marketing Science World Marketing Congress*. IESEG School of Management, Paris, 19– 23 July.
- Sugianto C. & De Barnier V. (2016). Are religious customers skeptical toward sexually appealing advertising? *Academy of Marketing Science World Marketing Congress*. IESEG School of Management, Paris, 19– 23 July.
- Moussa A. & De Barnier V. (2016). The effect of brand heritage on brand trust, brand equity and brand's perceived innovativeness: an exploratory research. *Academy of Marketing Science World Marketing Congress*. IESEG School of Management, Paris, 19– 23 July.
- Hudson B., Pecot F., Mir P. and De Barnier V. (2016), Managing temporality to enhance luxury: Brand heritage at Dom Pérignon, 6th international symposium on Corporate Heritage, Aix-en-Provence, April.
- Moussa A., Pecot F. and De Barnier V. (2016), The relationship between corporate brand heritage and innovativeness: an internal and external analysis, 6th international symposium on Corporate Heritage, Aix-en-Provence, April.
- Cervellon M. C., Mars M.C. and De Barnier V. (2016), Should luxury be described in concrete language? The influence of online product description on purchase behaviors in contexts of psychological distance, Monaco Symposium on Luxury, International University of Monaco, Monaco, April.
- Kessous A., Valette-Florence P. and De Barnier V. (2016), Luxury watch possession and dispossession from father to son: A poisoned gift?, Monaco Symposium on Luxury, International University of Monaco, Monaco, April.
- Hudson B., Pecot F., Mir P. and De Barnier V. (2016), Managing temporality to enhance luxury: Brand heritage at Dom Pérignon, 6th International Symposium on Corporate Heritage, Aix-Marseille Graduate School of Management- IAE, Aix-en-Provence, France, April.
- Ayadi K., De Barnier V. (2015), L'art, la publicité et les enfants: l'impact de la familiarité sur l'accroissement du désir et du goût de consommer des produits, AIMAC Conference, Aix-en-Provence, France, June.
- Pecot, F., Balmer J.M.T., De Barnier, V. (2015). Heritage and Corporate Heritage: The French Legacy. 5th International Symposium on Corporate heritage, Corporate heritage brands and Identities, History and Nostalgia. Brunel University, London, UK, March.
- Pecot, F., Hudson, B., De Barnier, V. (2015). Brand Heritage Perception Scale Comparison and Alternative Scale Development (EFA). 5th International Symposium on Corporate heritage, Corporate heritage brands and Identities, History and Nostalgia. Brunel University, London, UK, March.
- Pecot F., Hudson B., De Barnier V. (2015), Mesure du patrimoine de marque (brand heritage) : comparaison de trois échelles et proposition d'une nouvelle échelle, 1ère Journée de Recherche en Marketing du Grand Est, Dijon, France, March.
- Pecot F., De Barnier V. (2015), City Brand Management: the Role of Brand Heritage in City Branding. Paper presented at the 14th International Marketing Trends Conference, Paris, France, January.
- Lagier J., De Barnier V., Ayadi K. (2014), I love my museum: children's aesthetic perception of and relationship with art, Academy of Marketing Science, 17th Biennial World Marketing Congress, ESAN, Lima, Peru, August.
- Pecot F., De Barnier V. (2014), City Brands Management Based On Brand Heritage: The Use Of Symbols. Paper presented at the 5th International Research Meeting in Business and Management. IPAG, Nice, July.
- Pecot F., De Barnier V. (2014), Heritage as a Social Construction: Implications for Brand Heritage, Corporate Brand Heritage and Corporate Heritage Identity?, Fourth International Symposium on Corporate heritage, Corporate heritage brands and Identities, History and Nostalgia. HANKEN School of Economics, Helsinki, Finland, June.
- Salgado S., De Barnier V. (2014), What is the Appropriate Reward For Product Creativity During an Idea Generation Contest: Monetary, Reputational or Brand Feedback?, European Marketing Association (EMAC), Valencia, Spain, June.
- De Barnier V., Salgado S (2014), Consumer Co-Creation as an Experience: What are the Dimensions at Stake in an Ideation Challenge?, European Marketing Association (EMAC), Valencia, Spain, June.
- De Barnier V., Salgado S. (2014), Consumer Co-Creation as an Experience: What are the Dimensions at Stake in an Ideation Challenge?, European Marketing Association (EMAC), Valencia, Spain, June.
- Pecot F., De Barnier V. (2014), Patrimoine de marque : fondements théoriques pour une approche du concept par le consommateur. Papier présenté aux 13èmes Journées Normandes de Recherche en Consommation, Rouen, France, November.
- Salgado S., De Barnier V., (2013), Does Cognition matter more than Emotion in Creativity in New Product

Development with Communities ?, Society for Marketing Advances (SMA), Westin South Carolina, USA, October.

- De Barnier V., Qader Z. M., (2013), Sex appeal in print advertising: is it disrespectful to Muslim women ?, European Marketing Association (EMAC), Istanbul, Turkey, June.
 - De Barnier V., Lagier J., (2013), Marketing of Art or Art of Marketing: How to Break Resistance?, European Marketing Association (EMAC), Istanbul, Turkey, June.
 - Salgado S., De Barnier V., (2013), La co-création de nouveaux produits avec des communautés : étude de la formation de la créativité et du processus de co-création, Colloque Entrepreneuriat, Innovation & DEveloppement (EIDEV), Faculté d'Economie et de Gestion d'Aix-Marseille Université, France, June.
 - De Barnier V., Roux E., Bacellar C.T., Mo T. T., (2013), Is It Always Fun to Be Very Rich? Negative Emotions toward Luxury Consumption in Emerging Markets, International Research Seminar on Marketing Communication and Consumer Behavior, La Londe les Maures, May.
 - Lemaitre N., De Barnier V., (2013), Quand le consommateur devient commerçant : motivations et perspectives, 29^{ème} Congrès de l'Association Française de Marketing. La Rochelle, France, May.
 - Salgado S., De Barnier V., (2013), Creativity in New Product Development with Communities: the Role of Cognition and Emotions, International Research Seminar on Marketing Communication and Consumer Behavior, La Londe les Maures, May.
 - De Barnier V., Roux E., Bacellar C.T., MO T. T., (2013), Negative emotions toward luxury consumption: A cross cultural comparison of rich consumers in emerging markets, American Marketing Association (AMA), Las Vegas, USA, February.
 - Ayadi K., De Barnier V. , Lagier J. (2013), J'aime mon musée : la perception esthétique des enfants et leur rapport à l'art, International Marketing Trends Congress, Congrès ESCP Paris-Venise des Tendances Marketing, Venise, Italy, January.
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